

Message Text

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SUBJECT: EXCHANGES: CULTURAL PRESENTATIONS (CU/ARTS):
PAG'S FOR 1977-79

REF: MOSCOW 19344

1. EMB VIEWS AND PROPOSALS ON FUTURE ROLE OF PAG'S IN
SOVIET UNION MUCH APPRECIATED. IN MAJOR PART WE HAVE
SUPPORTED RECOMMENDED GUIDELINES LISTED REFTEL FOR PAG'S
FOR PERIOD 1977-79. ARRAY OF PRESTIGIOUS GROUPS SENT
UNDER NOW EXPIRING AGREEMENT WAS EXCEPTION RATHER THAN RULE
AS WE HAD ATTEMPTED MEET GOSK/EMB'S REQUEST FOR MAJOR
PRESTIGIOUS GROUPS RATHER THAN LESSER KNOWN BUT TOP QUALITY
GROUPS IN ACADEMIC/PROFESSIONAL FIELDS. DRAMATIC INCREASE
OF COSTS FOR AMERICAN PAG'S AS WELL GOSK'S INABILITY
HANDLE LARGE PERFORMING GROUPS HIGHLIGHT NEED FOR THE MORE
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MOBILE GROUPS WHICH MAY BE GIVEN BROADER GEOGRAPHIC SPREAD
IN SOVIET UNION AND PERMIT MORE INDEPTH CONTACT.

2. EARLY NOMINATION OF PAG'S HIGHLY DESIRABLE. AS EMBASSY
AWARE, WE SEEK ACHIEVE THIS, BUDGET AND AVAILABILITY OF
GROUPS PERMITTING. ALSO WISH POINT OUT, EVEN UNDER FAVOR-

ABLE CONDITIONS WITH MINIMUM SIX MONTHS, MAXIMUM ONE YEAR
LEAD NOTICE, I.E. ROY CLARK, SAINT PAUL CHAMBER, A.C.T.,

NEW YORK PHILHARMONIC, AS WELL GROUPS PRIOR TO THOSE, GOSK
HAS BEEN UNABLE RESOLVE NEGOTIATING TERMS TO ALLOW FOR
EARLIEST SIGNING OF CONTRACT. CONCEPT OF ADVANCE VISIT WAS
PRIMARILY ESTABLISHED TO CONCLUDE AGREEMENT ON-THE-SPOT OF
ALL TERMS FOR EXECUTION OF CONTRACT IMMEDIATELY THEREAFTER.
WITH INCLUSION OF NEW LANGUAGE (UNDER SECTION II FOR PER-
FORMING ARTS) RE NEED FOR EARLIEST DECISIONS AND/OR
AGREEMENTS ON EACH PAGE WE ARE HOPEFUL FOR MORE FORTHCOMING
APPROACH FROM GOSK DURING ADVANCE VISIT. FROM THIS VANTAGE
POINT, AND AS PILOT EFFORT, WE PLAN MAKE STRONG ATTEMPT
SEND ESCORT ALONG WITH ADVANCE TEAM FOR NEXT PAGE IN ORDER
FINALIZE ALL TERMS DURING THIS VISIT. WE DO NOT ENVISION,
HOWEVER, ELIMINATION OF EMB'S CENTRAL ROLE OF RESPONSIBILITY

IN THESE DISCUSSIONS NOR IN ITS CONTINUING FOLLOW-UP
DEALINGS WITH GOSK.

3. PROFIT-MAKING INCENTIVE SPURS GOSK FOR EARLIEST
SELECTION OF SOV GROUPS APPEARING IN U.S. BECAUSE OF
INNER WORKINGS OF THIS SOCIETY, THIS INCENTIVE BUTTRESSED
BY GOSK'S AUTHORITY TO SELECT WITHOUT INEVITABLE BOTTLENECKS
AS WELL AS BY SPECIAL SIDE BENEFITS RECEIVED FROM AMERICAN
IMPRESARIOS I.E. PICKING UP TAB OF SOV REPS WHILE IN U.S.
DEPT ON OTHER HAND, IN ITS DEALINGS WITH VARIOUS GROUPS
INEVITABLY CONCERNS ITSELF WITH VARIOUS MANAGING ORGANIZA-
TIONS, THEN INDIVIDUAL REQUIREMENTS, COMMERCIAL SCHEDULES,
AVAILABILITY AND ON WHAT TERMS, COSTS, ETC.
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4. WE AGREE IT EMINENTLY DESIRABLE HAVE DIRECT
NEGOTIATIONS BETWEEN GOSK AND AMERICAN IMPRESARIOS FOR TWO-
WAY EXCHANGE WITHOUT DIRECT USG INVOLVEMENT. HOWEVER, PAST
EXPERIENCE INDICATES SUCH DIRECT NEGOTIATIONS QUITE DIS-
ADVANTAGEOUS TO GROUP AND USG, PARTICULARLY IF WE WERE TO
SUBSIDIZE, EVEN IN PART, OR MERELY CONFINE OURSELVES TO
AUTHORIZATION OF CONVERSION OF RUBLES. CASE IN POINT IS
1970 SOVIET TOUR OF ALVIN AILEY DANCE COMPANY. THIS TOUR
INITIALLY NEGOTIATED DIRECTLY BETWEEN CAMI/GOSK. APART
FROM GOSK'S REFUSAL PROVIDE PUBLICITY AS WELL OPPORTUNITIES
FOR INFORMAL CONTACTS, COMPLICATIONS AND CONFLICT AROSE
WHEN SUCH CRITICAL ITEMS AS NUMBER PERFORMANCES, CONDITION
OF PERFORMANCE SITES, CITY SELECTION, PAYMENT, RETURN TRAVEL
NOT SATISFACTORILY TREATED BY GOSK. AT AILEY'S REQUEST,
EMB/DEPT TOOK OVER DIRECT ROLE IN NEGOTIATIONS AND CAMI
WITHDREW FROM PROJECT.

5. WE ALSO NEED CONCERN OURSELVES WITH SOVIET LAW ON THESE CONVERSIONS. MOREOVER, RUBLE CONVERSION FOR THESE GROUPS THAT MIGHT BE CONSIDERED WITHIN OR OUTSIDE THE TEN SHOULD BE REVIEWED ON CASE-BY-CASE BASIS WITH CONSIDERATION FOR

AMOUNT OF TIME A GROUP IS AVAILABLE AND ON THE MERITS AND PROGRAM QUALITY OF A GIVEN GROUP (FLACK, ROSS, WILLIAMS). AS IN THE PAST, LEVERAGE CAN BE APPLIED WHEN WE AWARE OF GOSK'S STRONG INTEREST IN PROFIT-MAKING PAG (I.E. ROCKETTES OR OTHERS) TO OBTAIN SOV ACCEPTANCE OF A GROUP WE WISH THEM CONSIDER.

6. WE ASSURE EMB THAT "AT LEAST TEN" FORMULA IN AGREEMENT DOES NOT OBLIGATE US SEND TEN GROUPS DURING '77-'79 (STATE 199626, PARA. 6). IT UNREALISTIC EXPECT EITHER DEPT/EMB OR GOSK EFFECTIVELY HANDLE ANY MORE THAN 2/3 AMERICAN PAG'S ANNUALLY UNDER PRESENT CONDITIONS. ONE-TIME INCIDENT OF HAVING FOUR GROUPS IN CALENDAR YEAR 1976 LIMITED OFFICIAL USE

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(RESULTING IN OVERLAP BECAUSE OF REQUEST HAVE JAZZ GROUP DURING EMB'S JULY 4 CELEBRATIONS) WAS UNDUE BURDEN ON BOTH SIDES. NUMBER OF PAG'S ANNUALLY FURTHER CIRCUMSCRIBED BY FACT IT NON-PRODUCTIVE SCHEDULE TOURS DURING PERIOD JUNE 15-SEPTEMBER 15.

7. DEPT LIKES CORE PROJECT IDEA AND WILL KEEP IT UNDER CONTINUING STUDY FOR POSSIBLE IMPLEMENTATION IN NEAR FUTURE.

8. PAG'S FOR 1977 INCLUDE CONTEMPORARY FOLK/POP GROUP AND POSSIBLE MUSICAL. WHILE REACTION TO "110 IN THE SHADE" DISAPPOINTING WE CONTINUE EXPLORE THIS CATEGORY EVEN IN ACADEMIC FIELD. HAVE CONTACTED NITTY GRITTY MANAGEMENT AND CURRENTLY WAITING AFFIRMATIVE RESPONSE ON TOUR DATES AND OTHER DETAILS. DO NOT BELIEVE TOUR FOR FEB/MARCH PERIOD VIABLE BECAUSE OF RECORDING COMMITMENTS. MAY HAVE TO TARGET FOR MARCH/APRIL, OR MID-MARCH-MID-APRIL. WILL KEEP EMB ADVISED. OTHER GROUPS RECOMMENDED BEING GIVEN FULL CONSIDERATION.

9. THE ABOVE REFLECTS OUR INITIAL THOUGHTS ON YOUR 19344. WE INTEND FOLLOW WITH FURTHER REVIEW OF THESE MATTERS AND SEEK SOLUTIONS TO THESE CONTINUING PROBLEMS.

10. FYI ONLY, NEW SUBJECT - WE HAVE LEARNED YAMANOV AND HENZEL OF UNITED EURAM CORP. (STATE 289599) PLAYING STRONG AND ACTIVE IMPRESARIO ROLE FOR TWO-WAY EXCHANGE OF SOV AND AMERICAN GROUPS. YAMONOV RECENTLY QUERIED MANAGER OF MURRAY LOUIS DANCE CO. AS TO THEIR AVAILABILITY FOR SOVIET

UNION IN NEAR FUTURE. NO CONCRETE OFFER MADE BUT IT
APPEARS EURAM CORP'S ROLE AS IMPRESARIO IS AGGRESSIVE ONE
WITH STRONG SUPPORT FROM SOVS. ACCORDING RECENT REMARKS
MADE BY HENZEL TO DEPT OFFICERS, FINANCIAL AND ORGANIZA-
TIONAL DIFFICULTIES PORTENDS ROCKY FUTURE FOR HUOK
COMPANY. HENZEL AND YAMONOV PLANNING MEET WITH GOSK IN
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MOSCOW WITHIN NEXT WEEK OR SO. END FYI.
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